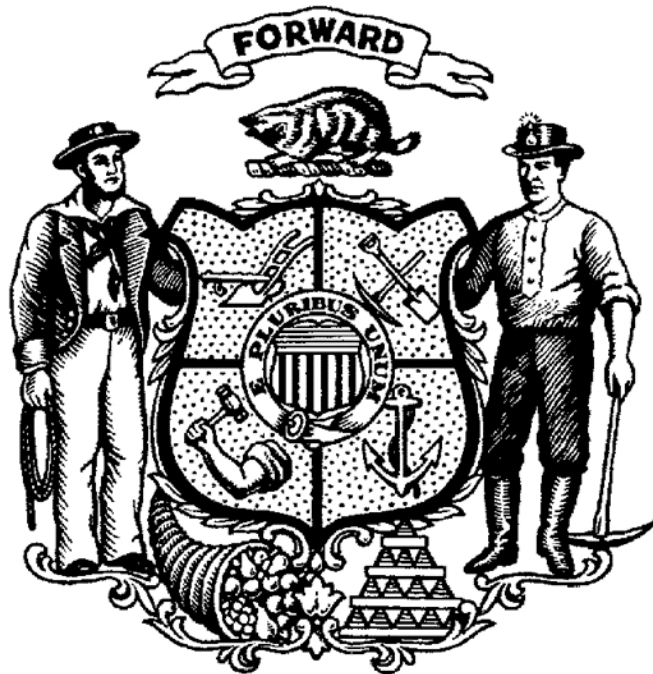


State of Wisconsin

Wisconsin Economic Development Corporation



Agency Budget Request

2025 – 2027 Biennium

September 16, 2024

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September 15, 2024

The Honorable Tony Evers
Governor, State of Wisconsin
Room 115 east, State Capitol
Madison, WI 53702

Dear Governor Evers:

I am pleased to present the Wisconsin Economic Development Corporation's (WEDC) proposed budget for 2025-27. The request includes a cost-to-continue budget based on our fiscal year 2025 base level.

WEDC uses its block grant funding flexibility to allocate or reallocate resources to its various programs and operations. As Wisconsin's lead economic development organization, WEDC coordinates our programs, initiatives, and investments with a wide range of stakeholders throughout the state. Input from businesses, elected officials, educators, and local and regional economic development partners help us develop and implement strategies to effectively deploy our block grant funding to further Wisconsin's economic growth and vitality.

Over the past four years, WEDC strategically invested millions of dollars to support businesses, communities, and partners across Wisconsin. These dollars were sourced both from WEDC's budget and federal resources. Through these investments, WEDC has gained valuable experience in maximizing its flexibility; expanded its network of companies, communities, and entrepreneurs; and deepened its understanding of the needs of the business community, identifying pathways to success for all Wisconsinites. Furthermore, we have continued to embrace a culture of continuous process improvement and operational excellence to meet our stakeholder's expectations of transparency, accountability, and performance.

WEDC has demonstrated that the block grant funding mechanism allows it to develop and deploy innovative programs that address customer and stakeholder needs. With additional funding, WEDC could further allocate resources to continue offering new and innovative programming to address both current and future opportunities.

I appreciate your consideration, and we look forward to working with you and the State Budget Office throughout the budget process.

A handwritten signature in black ink, appearing to read "Melissa L. Hughes", is written over a thin horizontal line.

Melissa L. Hughes
Secretary and CEO

LOOK FORWARD ➤

WEDC @ The Hub • 2352 S. Park St., Suite 303 • Madison, WI 53713

AGENCY DESCRIPTION

The Wisconsin Economic Development Corporation (WEDC) was created by 2011 Wisconsin Act 7. The corporation is headed by a secretary/chief executive officer who is appointed by the Governor with the advice and consent of the Senate. The corporation is governed by a 16-member board of directors. The Governor appoints six members with the advice and consent of the Senate. The speaker of the Assembly and the Senate majority leader each appoints four members, but neither may appoint more than two members of the legislature to the board. The minority leaders of the Assembly and Senate each appoint one member. The secretaries of the Department of Administration and Department of Revenue also serve on the board as non-voting members.

The corporation is the lead economic development organization in the state. The corporation is responsible for developing and implementing programs to provide business and community support, expertise and financial assistance, support new business start-ups and business expansion and growth; and develop and implement any other programming related to economic development in Wisconsin.

VISION

An Economy for All, where every Wisconsinite has the opportunity to thrive

MISSION

To strategically invest in Wisconsin to enhance the economic well-being of people and their businesses and communities

PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Program 1: Promotion of Economic Development

Goal: Foster economic growth in Wisconsin by supporting business development, innovation, and community revitalization through various programs and partnerships with local organizations, businesses, and government entities.

Objectives:

- Business Development and Growth: Support the growth of existing businesses and attract new businesses to Wisconsin.
- Community and Economic Development: Revitalize communities to make them attractive places to live, work, and do business.
- Innovation and Entrepreneurship: Foster a culture of innovation and support startups and entrepreneurs.
- Global Engagement: Promote Wisconsin businesses in the global market and attract international investments.

Activities:

- Financial Assistance: Provide grants, loans, tax credits, and other financial incentives to businesses.
- Technical Assistance: Offer resources to help businesses grow and innovate.
- Community Development Programs: Support projects that revitalize downtown areas, improve infrastructure, and enhance quality of life.
- Export Assistance: Help Wisconsin businesses expand into international markets through trade missions, export training, and market research.
- Business Attraction Efforts: Promote Wisconsin as a great place for business and provide assistance to companies looking to relocate or expand in the state.

PERFORMANCE MEASURES

2023 AND 2024 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal 2023	Actual 2023	Goal 2024	Actual 2024
1.	Businesses assisted	3,870	6,050**	3,741	4,805**
1.	Communities assisted	200	163	213	181
1.	Partner organizations assisted	90	77	85	79
1.	Anticipated jobs impact	7,325	11,573	7,325	13,408
1.	Co-investment leverage	8:1	8:1	8:1	13:1

Notes: Based on fiscal year.

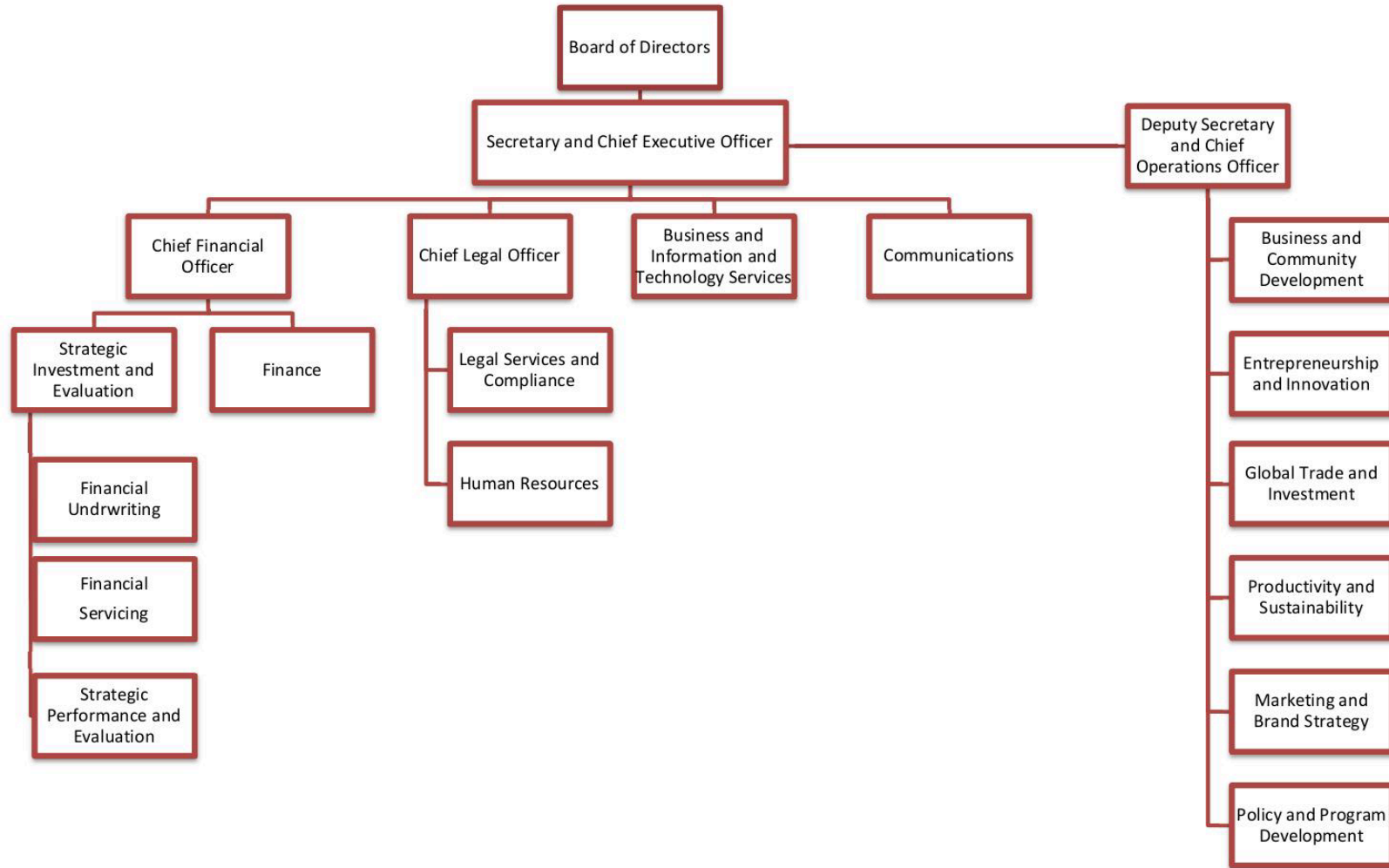
**Number of businesses assisted and grants awarded include one-time COVID-19 programs.

2025, 2026 AND 2027 GOALS

Prog. No.	Performance Measure	Goal 2025	Goal 2026 (Estimated)	Goal 2027 (Estimated)
1.	Businesses assisted	3,741	4,387	4,894
1.	Communities assisted	213	191	204
1.	Partner organizations assisted	85	77	81
1.	Anticipated jobs impact	7,325	15,075	10,953
1.	Co-investment leverage	8:1	9:1	10:1

Note: Based on fiscal year.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION
FISCAL YEAR 2025 ORGANIZATION CHART**



Agency Total by Fund Source

Wisconsin Economic Development Corporation

2527 Biennial Budget

		ANNUAL SUMMARY						BIENNIAL SUMMARY			
Source of Funds		Prior Year Total	Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
SEG	L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
SEG	S	\$46,260,000	\$44,870,000	\$44,870,000	\$44,870,000	0.00	0.00	\$89,740,000	\$89,740,000	\$0	0.00%
Total		\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
Grand Total		\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%

Agency Total by Program

Wisconsin Economic Development Corporation

2527 Biennial Budget

Source of Funds	Prior Year Total	ANNUAL SUMMARY					BIENNIAL SUMMARY			
		Adjusted Base	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE	Base Year Doubled (BYD)	Biennial Request	Change From (BYD)	Change From BYD %
01 Promotion of economic development										
Non Federal										
SEG	\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$46,260,000	\$44,870,000	\$44,870,000	\$44,870,000	0.00	0.00	\$89,740,000	\$89,740,000	\$0	0.00%
Total - Non Federal	\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$46,260,000	\$44,870,000	\$44,870,000	\$44,870,000	0.00	0.00	\$89,740,000	\$89,740,000	\$0	0.00%
PGM 01 Total	\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
SEG	\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$46,260,000	\$44,870,000	\$44,870,000	\$44,870,000	0.00	0.00	\$89,740,000	\$89,740,000	\$0	0.00%
TOTAL 01	\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
L	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	0.00	0.00	\$2,000,000	\$2,000,000	\$0	0.00%
S	\$46,260,000	\$44,870,000	\$44,870,000	\$44,870,000	0.00	0.00	\$89,740,000	\$89,740,000	\$0	0.00%

Agency Total by Program

Wisconsin Economic Development Corporation

2527 Biennial Budget

AGENCY TOTAL	\$47,260,000	\$45,870,000	\$45,870,000	\$45,870,000	0.00	0.00	\$91,740,000	\$91,740,000	\$0	0.00%
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Agency Total by Decision Item

Wisconsin Economic Development Corporation

2527 Biennial Budget

Decision Item	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level	\$45,870,000	\$45,870,000	0.00	0.00
TOTAL	\$45,870,000	\$45,870,000	0.00	0.00

Decision Item (DIN) - 2000

Decision Item (DIN) Title - Adjusted Base Funding Level

NARRATIVE

Adjusted Base Funding Level

Decision Item by Line

2527 Biennial Budget

DEPARTMENT	CODES	TITLES
	192	Wisconsin Economic Development Corporation
DECISION ITEM	CODES	TITLES
	2000	Adjusted Base Funding Level

	Expenditure Items	1st Year Cost	2nd Year Cost
01	Permanent Position Salaries	\$0	\$0
02	Turnover	\$0	\$0
03	Project Position Salaries	\$0	\$0
04	LTE/Misc. Salaries	\$0	\$0
05	Fringe Benefits	\$0	\$0
06	Supplies and Services	\$23,094,000	\$23,094,000
07	Permanent Property	\$0	\$0
08	Unallotted Reserve	\$0	\$0
09	Aids to Individuals & Organizations	\$22,776,000	\$22,776,000
10	Local Assistance	\$0	\$0
11	One-time Financing	\$0	\$0
12	Debt service	\$0	\$0
13		\$0	\$0
14		\$0	\$0
15		\$0	\$0
16		\$0	\$0
17	TOTAL	\$45,870,000	\$45,870,000
18	Project Positions Authorized	0.00	0.00
19	Classified Positions Authorized	0.00	0.00
20	Unclassified Positions Authorized	0.00	0.00

Decision Item by Numeric

2527 Biennial Budget

Wisconsin Economic Development Corporation

Program	Decision Item/Numeric	1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
	2000 Adjusted Base Funding Level				
01	Promotion of economic development				
	61 Economic development fund; pro	\$44,870,000	\$44,870,000	0.00	0.00
	65 Brownfield site assessment gra	\$1,000,000	\$1,000,000	0.00	0.00
	Promotion of economic development Sub Total	\$45,870,000	\$45,870,000	0.00	0.00
	Adjusted Base Funding Level Sub Total	\$45,870,000	\$45,870,000	0.00	0.00
	Agency Total	\$45,870,000	\$45,870,000	0.00	0.00

Decision Item by Fund Source

2527 Biennial Budget

Wisconsin Economic Development Corporation

Decision Item/Source of Funds		1st Year Total	2nd Year Total	1st Year FTE	2nd Year FTE
2000 Adjusted Base Funding Level					
SEG	S	\$44,870,000	\$44,870,000	0.00	0.00
SEG	L	\$1,000,000	\$1,000,000	0.00	0.00
Adjusted Base Funding Level Total		\$45,870,000	\$45,870,000	0.00	0.00
Agency Total		\$45,870,000	\$45,870,000	0.00	0.00

ACT 201

Proposal under s. 16.42(4)(b): **0% change in each fiscal year**

FY: **FY26**
 Agency: **WEDC - 192**

Exclude: Federal
 Debt Service

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1) 0% Change Target	Proposed Budget 2025-26		Item Ref	Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric					Proposed \$	Proposed FTE		\$	FTE	\$	FTE	\$	FTE
192	1r	161	SEG	\$44,870,000.00	0.00	\$0	\$44,870,000	0.00		\$0	0.00	\$0	0.00	\$0	0.00
Totals				\$44,870,000.00	0.00	\$0	\$44,870,000	0.00		\$0	0.00	\$0	0.00	\$0	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
 Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = \$0
 Difference = \$0
 Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

1
 2
 3

ACT 201

Proposal under s. 16.42(4)(b): **5% change in each fiscal year**

FY: **FY26**
 Agency: **WEDC - 192**

Exclude: Federal
 Debt Service

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1)	Proposed Budget 2025-26		Item Ref	Change from Adj Base		(See Note 2)		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric				5% Change Target	Proposed \$	Proposed FTE		\$	FTE	Remove SBAs	FTE	\$	FTE
192	1r	161	SEG	\$44,870,000.00	0.00	(\$2,243,500)	\$42,626,500	0.00		(\$2,243,500)	0.00	\$0	0.00	(\$2,243,500)	0.00
Totals				\$44,870,000.00	0.00	(\$2,243,500)	\$42,626,500	0.00		(\$2,243,500)	0.00	\$0	0.00	(\$2,243,500)	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
 Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = (\$2,243,500)

Difference = \$0
 Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

- 1 WEDC board will determine appropriate reductions as part of its deliberations for the fiscal year 2025-26 budget.
- 2
- 3

ACT 201

Proposal under s. 16.42(4)(b): **0% change in each fiscal year**

FY: **FY27**
 Agency: **WEDC - 192**

Exclude: Federal
 Debt Service

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1) 0% Change Target	Proposed Budget 2026-27		Item Ref	Change from Adj Base		(See Note 2) Remove SBAs		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric					Proposed \$	Proposed FTE		\$	FTE	\$	FTE	\$	FTE
192	1r	161	SEG	\$44,870,000.00	0.00	\$0	\$44,870,000	0.00		\$0	0.00	\$0	0.00	\$0	0.00
Totals				\$44,870,000.00	0.00	\$0	\$44,870,000	0.00		\$0	0.00	\$0	0.00	\$0	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
 Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = \$0
 Difference = \$0
 Should equal \$0

Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

1
 2
 3

ACT 201

Proposal under s. 16.42(4)(b): **5% change in each fiscal year**

FY: **FY27**
 Agency: **WEDC - 192**

Exclude: Federal
 Debt Service

Agency	Appropriation		Fund Source	\$	FTE	(See Note 1)	Proposed Budget 2026-27		Item Ref	Change from Adj Base		(See Note 2)		Change from Adj Base after Removal of SBAs	
	Alpha	Numeric				5% Change Target	Proposed \$	Proposed FTE		\$	FTE	Remove SBAs	FTE	\$	FTE
192	1r	161	SEG	\$44,870,000.00	0.00	(\$2,243,500)	\$42,626,500	0.00		(\$2,243,500)	0.00	\$0	0.00	(\$2,243,500)	0.00
Totals				\$44,870,000.00	0.00	(\$2,243,500)	\$42,626,500	0.00		(\$2,243,500)	0.00	\$0	0.00	(\$2,243,500)	0.00

Note 1: Reduction target must be met within state operations appropriations, but may be allocated across those appropriations and fund sources.
 Note 2: Amounts should be SBAs (DINs 3001 - 3011) from agency request multiplied by -1.

Target Reduction = (\$2,243,500)

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Items - Describe proposed changes (excl. SBAs) to reach target or other priorities of agency

- 1 WEDC board will determine appropriate reductions as part of its deliberations for the fiscal year 2026-27 budget.
- 2
- 3